

App. No. 10/604,974

## SPECIFICATION

This Application claims the priority date of Provisional Application No. 60/319,506 file August 28, 2002

## BACKGROUND OF INVENTION

[0001] The convergence of TV and the Internet has arrived. "Digital TV Tuners" has also surfaced thanks to technological advances over the last 10 years. ~~This~~ This patent application provides key insight into ~~what the master application~~ for how this technology operates and performs many unique processes that when combined, provides for the technology or parts of it to work together or as a stand alone that will help TV broadcasters and content owners regulate their content. This technology provides a way to deliver digital media, chat, email, art, software, gaming, multi media, actual television broadcasting content, cable television content and web page based content over digital tuner equipped television sets and devices of the future. Strategy Analytics reports ~~that~~ that people world will have access to online services and content delivered via their TV sets by 2005. That number is expected to increase dramatically now the FCC has mandated that Digital Tuner be manufactured with ALL TV sets by 2007. (see below)

The Digital TV Tuner Regulator Platform invention would provide a unique authentication process that identifies, tracks, aggregates and records the information as it relates to content, users and advertisements users actually choose. The up coming void in this marketplace that has to be filled for a truly independent system that provides all of the above. This technology offers broadcaster and content providers a way to broadcast or deliver content and derive revenues from the use of the ~~The Digital TV Tuner Regulator Platform~~. This invention provides numerous stand alone or work together processes that control and audit user activity, digital media content distribution and royalty distribution for use of the digital media. As well as that consumers are actually able to select their

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own viewing choices ~~SELECT THEIR OWN~~ ~~could be current ting~~. Commercials are intended to act as the user's contribution or payment to view content. A system must be in place to handle 625 million ~~tv~~ television users/multiple users.

[0002] The ~~Digital Flat~~ ~~invention~~ DTR provides a way for TV Broadcaster's, content owners and Advertisers interact with their audience that uses Digital Tuner equipped TV's.

[0003] ~~Digital TV~~ ~~brl fee has changed the way people watch television~~. Again this is important because new method must be in place to assure content owners protection from theft and piracy of content as seen in the music and video industries the past three years.

[0004] ~~For years the~~ ~~hen V "digital" has finally arrived~~. ~~The FCC has finally pushed a mandate into the TV worlds~~. In a Cnet article dated August 9th, they reported that: As of August, 2002, all future tv sets sold in the United States must include digital receivers. In an attempt to spur the adoption of digital TV, the Federal Communications Commission voted that all new TV sets to include digital receivers by 2007 which allow for consumers to access the Internet and exchange and use content. Beginning Jul. 1, 2004, TV sets with screen sizes of 36 inches and larger must include digital receivers. By 2007, it must be in all TV's.

[0005] The Digital ~~Trigger Flat~~ ~~invention~~ Tuner is a way for broadcasters to deliver their content (old and new) to consumers safely and effectively while being compensated in a

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truly UNIQUE way. The Digital TV Tuner Regulator Platform will provide, for example, for the TV industry both accountability for users and content alike while assuring they will be able to generate revenues as they do today. ~~This is important for TV broadcasters for they would like to maintain or obtain marketshare in the early stages of this FCC mandate.~~ The Digital TV Tuner Regulator Platform also provides an overall process that prevents pirating and/or the copying of content.

[0006] This is important as the FCC ~~impor-FCCved the~~ "pushed" for techniques to deliver a way to prevent copying of digital TV based broadcasts. FCC also noted that all digital TV transmissions will include a "broadcast flag" which designates shows that may not be copied freely. This "flag" is merely another Digital Rights Management tool but only for TV. Digital Rights Management induced files limit the use of a file. The Digital TV Tuner Regulator Platform IS NOT a digital rights management tool. The Digital TV Tuner Regulator Platform does not alter or manipulate the actual content "file" that a user receives, downloads or uses.

[0007] All ~~television a-e~~ televisions would be required to recognize the flag and, if it is present, permit consumers to record broadcasts only in lower-quality analog or encrypted digital formats. The Digital TV Tuner Regulator Platform invention also allows for a way to track these flags and account for each of them so they are not distributed in violation of copyright laws. This is a major concern for the FCC and the TV industry for they fear a Napster type situation could strangle the TV worlds. Napster in the late 1990's and early 2000 allowed for a distribution platform where people infused, transferred, played and

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distributed copyrighted materials causing irreparable harm to the music world.

## SUMMARY

[0008] The DTR ~~Knowledge~~~~ment~~~~Trigger~~ invention is consumer friendly allowing them to distribute content legally, in some cases free for the ~~trigger-induced~~ advertising medium provides royalty to the content owners for the users "use" of content. Since the FCC mandates, numerous consumer groups have criticized what the FCC is doing saying it could limit traditional fair use rights. The DTR ~~Digital Tuner Acknowledgement~~~~Trigger~~ invention is designed to make consumers happy while making the content owners happy.

[0009] The ~~Television~~~~Knowledge~~~~ment~~~~Trigger~~ invention solves the concerns of content owners following problems that are arising currently exist with content file sharing networks:

[0010] Content Owner's ~~Owner~~~~to~~~~ent~~~~on~~ demand downloads and usage activity reports. They ~~also~~ otherwise have no way to audit the material for use and royalty.

[0011] Content Owner's ~~control~~~~Owner~~ do not have control over the amount of downloads and or time the file has been "shared", "used" and "re-produced illegally. "

[0012] Content Owner's ~~amount of~~~~Owner~~~~to~~~~ize~~ lack profit. In short, ~~they have not~~

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~~made consumers happy~~ they continue to lose revenue since the proliferation of the Internet ten years ago.

## BRIEF DESCRIPTION OF DRAWINGS

[0013] FIG. 1--Shows the system

## PREFERRED EMBODIMENT EMBDOIMENT

[0014] This ~~invented~~ ~~pe Diner Regulator Platform~~ invention, when put in motion with combined processes or in a stand alone modes by way of software induced ~~Trigger's 2nd~~ ~~define~~ ~~is going to be needed~~ used to Regulators regulate content distribution infrastructures as it relates to Digital Tuner Equipped TV's, devices and supporting technologies. The Digital ~~TV~~ Tuner Regulator Platform invention regulates users, content and royalty generating advertisements that users. The infrastructure built around The Digital ~~TV~~ Tuner Regulator Platform also allows for advertisers and content owners to upload, download and delete content at will while at the same time able to view vital up to date statistics regarding the content and ad use, the key vital demographic information to determine future campaigns. The Digital TV Tuner Regulator Platform invention is also a real time, 100% factual information, unlike the "Neilson Ratings." The Digital ~~TV~~ Tuner Regulator Platform has a main user database (or information storage unit) in which all users have unique Digital TV Tuner Regulator Platform clients. ~~These Clients regulate, e maintas this invention is made for. The processes, the information and the~~

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~~auditing system this invention supplies is truly unique for TV's equipped with Digital Tuner's.~~ This is a database comprised of users each with unique The Digital TV Tuner Regulator Platform Client.

[0015] The Digital ~~Digital~~ TV Tuner Regulator Platform ~~Platform~~ Client regulates and act differently for each profile a user creates, is 100% different from the rest of the users. Each user is unique and authenticated. Each user can update their profiles up to the minute or daily thanks to the Digital TV Tuner Regulator Platform and It's Client. The Digital TV Tuner Regulator Platform Client is either assigned, downloaded, or pre-installed on TV's that are made equipped with a Digital TV Tuner. Please note: This is not limited to content owners or ADMINISTRATORS of the Digital TV Tuner Regulator Platform. i.e.: TV's that receive content through a UHF reception, cable tv box, or a satellite box first before the content "signals" reach the TV.

[0016] The ~~Digital~~ ~~Platform~~ Regulator Client represents each unique user. Each client is "programmed" with input based on the users personal preferences, demographics, desires, age, of each user and more. Once the Digital TV Tuner Regulator Platform is programmed with each unique users "Client" the client then performs certain tasks that provide for a unique platform to allow users to trade, exchange, and "use" content.

[0017] The platform ~~to use~~ has processes that allow content owners (i.e.: ~~tv~~ television broadcasters, content owners) complete control over content distribution and royalties in the digital age. The Digital TV Tuner Regulator Platform Client is responsible for



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updating the main platform, regulating the content requested, played, or exchanged. The Digital TV Tuner Regulator Platform Client is also responsible for providing advertisements to the user so the user may select his or her own advertisement based on the personal preferences they program each of their Clients with. The user in short is capable select which advertisements they desire to see in exchange for content "use". The platform provides a way to calculate, distribute and pay royalties in real-time (or not). The revenues for "use" are derived from "paid" advertisements.

[0018] The Digital ~~Plate~~Client regulates the information accumulated throughout the users any given moment of activity and is constantly sending this information back to the Digital TV Tuner Regulator Platform where it is organized and audited for real time information to those that need it. Content owners have complete control of their content and whether or not they desire to make it available to users, which would not be in their advantage for they will lose revenues they could be making. They can also designate the people they want the content to go based on The Digital TV Tuner Regulator Platform Client that recognizes the users "age", preferences and demographic locations. The same applies for participating advertisers. Advertisers can limit ad's to children or adults, as well as restrictions on content that the advertisements are played for. (contract disputes, users imagined perception that the advertiser "supports" the content. ) The Digital TV Tuner Regulator Platform is very flexible. It can also recognize and accept credit card payment, check payments, and allow for the real time auditing of a users purchase history. The Digital TV Tuner Regulator Platform keeps track of the activity of the user (select/or not select content, select or not select ad's, and play or store content) and reports this

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information to the Digital TV Tuner Regulator Platform. The Digital TV Tuner Regulator Platform Client can be installed on either the users TV (or cable box, satellite box, ~~uhf~~, ~~vhf and tv~~ UHF, VHF and TV computer's with equipped hard drives or the both the users TV (or computer that provides TV content. i.e.: audio or video) and the entity that uses ~~the trigger technology~~ digital tuners on the back end for user interactivity. The Digital TV Tuner Regulator Platform Client regulates the processes that make up this invention. (s) The Digital TV Tuner Regulator Platform processes ~~must~~ work together (OR STAND ALONE) to authenticate users, content, advertisement, and royalty distribution to keep consumers, content owners and advertisers happy. The Digital TV Tuner Regulator Platform works with all current and future platforms that distribute content. The Digital TV Tuner Regulator Client recognizes reports back to the Digital TV Tuner Regulator Platform the user, the times of user activity, content type (audio, video, gaming, art, live broadcast, streamed broadcast, etc), name of the content, when it was entered or made available to users by the content owners themselves, the amount of times content has been used or transferred, the advertisement options, what advertisement the viewer has or has not selected in the past, the amount of royalties paid for and to whom they were paid. This is the users "path" through this platform.

[0019] The Digital Tuner Regulator ~~Platform~~ Client is also able to read and recognize if a person who uses a digital tuner equipped device or TV platform ~~that~~ is equipped with a The Digital TV Tuner Regulator Platform Client. ~~The technological platform that the~~ In short, The Digital TV Tuner Regulator Platform actually recognizes or will know if a TV, hard drive, or storage unit requesting content has been equipped with it's own unique The



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~~Tuner-Regulator Client~~. This allows for the user TO request, use or even exchange content to others that have a unique Client installed in either in a Digital TV Tuner or another digital tuner equipped device. ~~distribution platform that provides content into the Digital TV Tuner equipped TV~~. If not equipped with a Client, The Digital ~~TV~~ V Tuner Regulator Platform Client blocks the content being distributed to the other user (Client). The Digital ~~TV~~ Tuner Regulator Platform Client then is capable of sending the user who does not have a The Digital ~~TV~~ Tuner Regulator Platform assigned Client or with a digital tuner to a designated area to get The Digital ~~TV~~ Tuner Content Distribution Regulator on their TV or other digital tuner equipped devices.

[0020] ~~Important notal Tulator Platform Technology does NOT regulate the "inte to the users plugged in to The Digital TV Tuner Regulator Platform~~. Content owners may insert content which is Digital Rights Management Protected based or non-protected files. Content could be in the form of new and old tv shows, video's, live broadcasts, art, pictures, conferencing, interactive tv, gaming, music video's, etc. The invention allows for the content owners to provide their entire digital libraries to users for the invention guarantees the content owners will be paid for the users "use" of content. The Digital ~~TV~~ Tuner Regulator Platform regulates searches of content (content search engine) distribution, accounts for it, and audits it all at the same time. (or not) The content source could be provided via many existing platforms which may have patent related to them. P2P, Internet Streaming, Data casting Platforms, etc. The Digital ~~TV~~ Tuner Regulator Platform works with existing digital media or content platforms. ~~The FCC mandate making TV's equipped for Digital Tuners opens up the user TV content like never before.~~

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The Digital ~~TV~~ Tuner Regulator Platform regulator regulates content distribution before, during and after the content reaches the actual Digital Tuner equipped TV or device. It can regulate unlimited forms of content interaction from the point the content reaches the tuner, and when the user "uses" the content (multiple shows showing at once, etc).

[0021] The Digital Tuner Regulator ~~Platform~~ Client invention can select content from various sources at once and in tandem with other The Digital ~~TV~~ Tuner Regulator Platform Clients. When the user activates his or her own unique Regulator Client, the content server is locked into each Regulator Client that is active so the user may be able to access content. Two main sources the content will be available from: a) It could work all "in-house" with a content delivery platform already assembled that a user with a Regulator Client<sup>2</sup> has access to. (see FIG 1. ~~X2~~) b) Or, for example, if an entity desires use of the Digital ~~TV~~ Tuner Regulator Platform Client Technology to regulate their own content already existing on other technological platforms, a "Regulator Platform" bridge or "api" will be installed in between the ~~trigger technology~~ DTR technology and the content available to those users with unique regulator clients ~~triggers~~. (~~see FIG. X1~~) Advertisements (any shape or form. video, audio, animated, banner, etc) play in lieu of content usage, so the advertisements can play before, during or after the actual content reaches the Digital Tuner equipped TV or device. In short, the user must still select an advertisement or pay for the content before the content is played in part, or in full when delivered to the end user. A user payment can or can't be in combination of the actual advertisement selection by the end user. Content is always accounted for. A content file is never allowed access to an end user's digital tuner equipped device or TV Tuner unless a

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payment is registered by way of advertisement or payment or combined. Digital TV Tuner Regulator Platform also logs and reports all this information.

[0022] Content owners ~~tot storage unit~~ will be able to insert in real time, via the internet or any other electronic device, content into a The Digital TV Tuner Regulator Platform regulated content server at will. Content owners upon access to the Digital TV Tuner Regulator Platform can or can't set usage royalty (advertisement) rates. The TV Tuner Regulator Platform shall audit all the information the content owner needs to regulate and profit from content use. Content owners upon access to the Digital TV Tuner Regulator Platform users can view in real time the usage of each of their respective content offerings. Daily, up to the minute, monthly, year to date as well as how much money has been paid in royalties for the use of their content. They can also view how many "unique" files they have made available to users. This includes the title or name of the content.

[0023] ~~The advertising is truly unique.~~ The demand for better advertising has been going on for years. The Digital TV Tuner Regulator Platform provides processes and control the advertiser never had before in any other technological invention. It is user friendly and it's popularity will soar is knowing that people feel commercials are a fair price to pay for content "use."

[0024] ~~The advertising is truly unique.~~ The Each users Digital TV Tuner Regulator Platform Clients can pre-programmed preferences (all preferences are stored in the client trigger database or storage unit) that the user programmed his or her The Digital TV Tuner Regulator Platform Client ~~with~~ so The Digital TV Tuner Regulator Platform can

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regulate and deliver choice of advertisements or stand alone advertisements based on those same users preferences. Never before has the advertiser had an opportunity such as this to reach their audience. Advertisements that are selected by the user before, after, or during the time a user requests content. The user shall have the choice to pick which ad selections they desire from any number of options of actual advertisements or stand alone advertisements.

[0025] The ~~Digital Plate~~ DTR is very powerful and provides a broad range of service for its users and participating advertisers. For example, it recognizes and reports to the Digital TV Tuner Regulator Platform advertisements that are new or old and is able to determine if a user has or has not viewed or listened to a specific advertisement. They have control of their actual ad campaigns. The Digital TV Tuner Regulator Platform Client will only allow or pre select advertisements that the user has not viewed or listened to or what the user basically tells it to do. For example, The Digital TV Tuner Regulator Platform invention allows the user to program his The Digital TV Tuner Regulator Platform Client to accept or not accept advertisements already viewed by the user or a specific type of advertisement. (i.e.: parents do not want adult advertisement reaching their children so the Digital TV Tuner Regulator Platform does not allow these types of commercials to even be seen, or pre-selected) The Digital TV Tuner Regulator Platform Client acknowledges when the advertisement is played, allowing the content to be received by the user: (downloaded, uploaded). The Digital TV Tuner Regulator Platform Client acknowledges if content is in "full" or broken into numerous parts, segments or digital chunks. The Digital TV Tuner Regulator Platform Client is capable of recognizing

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where commercials are to be added or deleted before, during or after the content download. The Digital TV Tuner Regulator Platform Client also can provide advertisement inserts if the user of the Digital TV Tuner Regulator Platform Client is active, the TV or other tuner equipped device is "on", and if the same user is either playing, transferring, or exchanging content or performing, for example, real time conferencing. Once an advertisement is played in it's entirety (or before), royalty payment is audited, logged and reported by the Digital TV Tuner Regulator Platform Client to the Digital TV Tuner Regulator Platform for auditing purposes and content is "used" by users for it is "paid for" but that does not limit the Digital TV Tuner Regulator Platform from sending more advertisements in the background that will not effect the use of the content.

[0026] ~~Once an advertisement is played~~ The Tuner Regulator Platform technology will ALSO deliver-ized and link, a special notice regarding the advertisement the user just viewed to a designated memory area either in the TV or TV storage unit or hard drive owned by the user. This is delivered as soon as the ad is played. When the ad is finished the Client reports back to the advertisement storage unit so this link or coupon can be sent to the user based on a specific product or service offered in the advertisement the user selected. If the user does not have a TV equipped storage unit, it can be sent via email for example. The coupon is sent to the TV Tuner (computer ~~tv~~ TV-or any other applicable device that is capable of storing coupons or computerized links) storage unit, where applicable, for the user to use the coupon to shop online, or at brick and mortar storefronts. Direct response medium could never be more "direct. " In short, if the user selects content, then selects an ad, that ad could be a pizza advertisement in which the user then can, for



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example, call the pizza store, order a pizza, and provide a coupon to the delivery boy for a cheaper price.

[0027] ~~Advertisers hhe o to the Digital TV Tuner Regulator Platform advertisement area for auditing purposes.~~ Advertisers can view how many advertisements they have in the system, view in real time the amount of times advertisements are viewed, the time, date, etc, view in real time the content that the user actually selected in order for the actual advertisements to be played, where (demographically) the advertisements were played, what were least or most popular advertisements with users, add money to their respective accounts to assure advertisements run consecutively w/o interruption of service, regulate what user will be able to view as far as advertisements. (age, race and demographic preferences, etc) They may even set which desired rate they desire to pay, or to "bid" for placement of an advertisement with other advertisers. For example, if a new TV show is out, or video is on the streets, and the Digital ~~TV~~ Tuner Regulator Platform ADMINISTRATOR knows there will be a consumer demand, can set up a bidding atmosphere where advertisers bid to place their respective advertisements on the front line when the consumer actually selects or demands the content which is the form of a new TV show or video (examples).

[0028] ~~Advertisement varies.~~ The Digital ~~TV~~ Tuner Regulator Platform Client, again, is programmed by each individual user's preferences, and THAT includes language preferences. If a user prefers, for example, advertisements in Spanish, the advertisement server shall provide a Spanish advertisement instead of the advertisement being in, for



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example, English. Advertisers upon access can upload or download specific advertisements which allows for advertisers to keep up with specific ad campaigns.

[0029] ~~Advertisements as the advertisers~~ The Advertiser can also control ad impression preferences and how they desire the user or solicit the user. They are however, assured that their advertisement will be viewed before, during or after the content reaches the end user. There is not a limit to the type of advertisements they can use. The advertisement server will "code" or designate, or assign a code for each respective advertisement (and associating coupons) uploaded to the Digital TV Tuner Regulator Platform by a participating advertiser. Advertisement fees are also immediately deducted from the participating advertisers account when an advertisement is played and the Trigger logs the advertisement "selection and/or use." The Digital TV Tuner Regulator Platform Client reports, accounts and audits this information in real time.

[0030] ~~The auditing process~~ The Digital TV Tuner Regulator Platform audits and accumulates all the information activities from which each unique Client (user. ). Frequency of use, times and dates. The auditing component/process begins to audit each user when the user "logs" in or activates his or her unique "client" for the first time. That means they turned their Digital Tuner equipped TV or device on.

[0031] The auditing ~~process~~ information provided by the Digital TV Tuner Regulator Platform's "Client" that is assigned to all users is also accounted for. It audits requested content for each unique user, audits the owners of the requested content, audits

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the demographics of each "client" user that requests content, the date, time and frequency of content requested per "client", audits the information regarding the users platform used to receive, audits downloaded or uploaded the content, audits the use of each respective content type and the form the content is delivered, the amount of transfers, exchanges and downloads of content, accounts for each users advertising preferences to help the Digital TV Tuner Regulator Platform deliver preferred advertisements, audits the actual advertisements played, audits the amount of unique "user" views for each respective advertisement, audits the owners of the advertisements who participate in this advertising invention, audits the demographics of each advertiser and their specific user "audience", audits the date, time and frequency of USE of EACH unique advertisement, audits the users use of coupons provided by the advertising server, audits the information regarding the royalties paid or accumulated and paid, audits the respective advertisement type (audio, image, banner, video, animation, etc), accumulates royalties and prepares for the distribution of royalties, stores payment activity of each specific content owner, is capable of preparing federal and state tax forms as it relates to reporting royalty revenues to the proper government authorities, is capable of printing checks for the fulfillment royalty distribution and is capable of connect itself with content owner banking accounts to allow for secure transfer of funds for the fulfillment royalty distribution.

[0032] ~~This invention includes a rating system as well.~~ This current invention has a rating system as well. Current ~~tv~~ TV broadcasters and content owners measure success by way of Neilson Ratings©, which rate the popularity of a TV show in a given week. The only flaw with these rating is that the people reviewing them are not assured that somebody is

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actually watching a show (content). Some may be out shopping with the TV on, or some may be cooking. This is how TV Broadcasters determine their advertising fees in which the broadcaster derive their income. The Digital TV Tuner Regulator Platform invention is big for it provides "100%" true accurate numbers that reflect exactly how many times content has indeed been watched. No assumptions.

Embodiment #1: The first component of the DTR platform provides a means of regulating processes within the Database of users and their respective DTR Regulator's. The REGULATOR is actually programmed in real time by a user and then installed on each of the owners Digital Tuner equipped devices. Once installed, that user's REGULATOR provides a means to authenticate, manage the processes between the centralized user databases, the ad databases, the royalty distribution databases, the content databases and the Digital Tuner equipped device.

Moreover:

Embodiment #2: The DTR Platform REGULATOR is unique and 100% different from the rest of the users. The DTR platform provides a means whereas each user is unique and authenticated. Each user can update their profiles and the DTR actually provides actual user information, not assumed information like The Neilson Rating, behavioral marketing and other methods of profiling.

Embodiment #3: The Digital TV Tuner Regulator Platform Client is either assigned, downloaded, or pre installed on Digital Tuner TV's or other Digital Tuner equipped

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devices that are manufactured with a Digital Tuner. Each DTR Platform REGULATOR is then "programmed" with actual REAL TIME input based on UP TO THE MINUTE personal preferences, demographics, desires, age, of each user and more. Once a DTR Platform REGULATOR is designed for a unique user, the "REGULATOR" provides a means to then authenticate, monitor, audit and carry out all of its processes for which this invention is made.

Embodiment #4: The DTR Platform is "activated" only when a user activates its REGULATOR on the Digital tuner equipped device, or opens up the software for use containing the unique The DTR Platform REGULATOR. The DTR platform could be pre-installed on a cable, satellite or a DVR (TiVo™ type box) ready "box" or even a personal memory device or cd-rom for example. A DTR REGULATOR can be designed to work with any digital tuner based device.

Embodiment #5: The user's "activity" begins as soon a user activates his or her unique DTR REGULATOR in order to disseminate, receive, download, play or exchange digital content (files, chat, messaging) in or out of the digital tuner equipped device. This is not limited to TV's or other digital tuner based devices that receive two way signals through a cable tv box, a satellite box first before the content "signals" reach the TV. The Digital TV Tuner Regulator Platform processes must work together ( OR STAND ALONE) to authenticate users, content, advertisement, and royalty distribution. in order to regulate content as it passes in and out the devices equipped with digital tuners.

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Embodiment #6: The DTR Platform REGULATOR not only provides a means for authenticating users and regulating the content, but it also provides a means for directing royalties from derived ad's in real time as content is requested.

Embodiment #7: The DTR Platform Regulator also provides a means for the DTR REGULATOR to constantly keep in touch with all of the centralized databases from either a centralized or de-centralized setting specifically directing all of the processes that make up the participating advertiser. From there The DTR Platform REGULATOR can provide up to the minute, moment, advertisement selections (or the user can select from a pre-installed ad locker) to the end user so the user may select one or a combination of advertisements in order to opt in to "pay" for and legally use content under the fair use laws.

Embodiment #8: In turn, while the aforementioned processes are taking place, the REGULATOR also is constantly directing the processes in the royalty distribution databases so that each AND EVERY time content is requested, used or disseminated, the royalties for such actions are deducted and paid directly to the participating content owners who made a particular content file accessible in our central and de-centralized settings for users fair use of content.

Embodiment #9: The DTR works within a secure centralized atmosphere and provides a means for regulating content in and out of a de-centralized setting allowing content to be disseminated, tracked and used through a Digital Tuner equipped device or TV atmosphere. (See Figure # ) All content requests, transfers, advertisement requests and

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deliverables, as well as royalty distribution in and out of all digital tuner equipped devices start and begin within the DTR and each users unique REGULATOR.

Embodiment #10: The DTR Platform REGULATOR provides a means of regulating and authenticating both the processes and information accumulated throughout the users any given moment of activity while using the DTR.

Embodiment #11: The DTR Regulator provides a means recognizing the "age" , thus prohibiting the user, if under legal age, access to content that is meant for adults, or over a certain age.

Embodiment #12: The DTR platform provides a means that recognizes the "preferred language" of each particular user instantly. For example folks living under the same roof will be able to seamlessly see the same TV show in 20 different languages because of the DTR platform. Each unique REGULATOR recognizes in real time if a user would rather see "Scooby Doo©" or see an advertisement in English, Spanish or any other preferred language.

Embodiment #13: Keeping #12 in mind, if users are watching the same content, live or stored, The DTR also delivers different ad's to the various different users of a device equipped with a digital tuner.

Embodiment #14: The DTR Platform also provides a means whereas it can also recognize and accept credit card payment, check payments, and allow for the real time auditing of a users activity and purchase history. A user may opt to add money to their account rather than select actual ad's of their liking for content.



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Embodiment #15: The DTR Platform provides a means to keep track of the activity of the user and in turn stores and updates in real time the information compiled by the various components that drive this invention. Moreover the times of user activity, content type (audio, video, gaming, art, live broadcast, streamed broadcast, etc ), name of the content, when it was entered or made available to users, the amount of times content has been used or transferred, the advertisement options, what advertisement the viewer has or has not selected to view in order to not send the user "repeat" advertisements, the amount of royalties paid to each unique content owner by the users activities and the overall activities.

Embodiment #16: The DTR Platform provides a means, with the help of all of its components, a way for its unique REGULATOR'S to read and recognize if another person or digital tuner is equipped device is equipped with a The DTR REGULATOR as well in order to assure the DTR platform and its content are not compromised.

Embodiment #17: The DTR Platform provides a means that will recognize whether which type of Digital Tuner device the user's REGULATOR was activated by. It could be a TV, or hard drive, or even a storage unit has been equipped with it's own unique DTR Platform REGULATOR.

Embodiment #18: The DTR platform provides a means that will restrict user activity if another end other does not a DTR Platform REGULATOR and blocks use of the DTR Platform.

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Embodiment #19: The DTR Platform then is capable of sending the person who does not have a device equipped with a digital tuner and a unique DTR REGULATOR to a designated area in order to set up their own respective REGULATOR for DTR Platform access.

Embodiment #20: The Digital TV Tuner Regulator Platform Client can also regulated by participating content owners. Content owners can "program" their unique content so that each unique DTR REGULATOR can recognize specific instructions left by the owner. These instructions could include the amount of payment needed, how many times a file can be used and more. Likewise, The Digital TV Tuner Regulator Platform Client also recognizes when a content owner does desire specific content to be used by other The Digital TV Tuner Regulator Platform users. Content owners also have the ability to block advertisements they do not desire to be "associated" with their content. Please note: The content owners control if they desire to use Digital Rights Management tools. The DTR is not Digital Rights Management ( files embedded with codes or "instructions" that cover actual usage, etc. )-- it does NO manipulate, or induce a file in any way. Unique DTR REGULATOR'S simply are able to also follow instructions and let the other databases know of such requests so they can act in real time.

#### **iB- Content Selection Process, Components**

Embodiment #21: Another component of the DTR is its content database or api bridge which is activated as soon as a user activates his or her DTR Platform REGULATOR and requests content through a device equipped with a Digital Tuner.

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Embodiment #22: The DTR Platform provides a means whereas for Digital Content can be directly authenticated and made available for use by the rights holder. Content owners fill up the DTR arena with their own content.

Embodiment #23: The DTR Platform provides a means to make content available for use for free, for a fee based advertisement(s) or by other means of payment including credit and debit card, checks, and money transfer. Content could be in the form of new and old tv shows, video's, live broadcasts, art, pictures, conferencing, instant messaging, interactive tv, gaming, music, etc.

Embodiment #15: The DTR Platform provides a means that allows content to be provided to digital tuner equipped devices using many existing platforms. From existing peer to peer platforms made for Digital Tuner TV, TV's or Computer TV's and TV/Computer Storage Units, "Streaming" Platforms made for Digital Tuners and/or Computer Storage Units, Live Broadcast Platforms made for Digital Tuner equipped devices such as TV's or TV/Computer Storage Units, Wireless and Terrestrial Platforms (in any shape. i.e.: peer to peer), UHF/VHF Platforms made for TV's or Computer TV's and TV/Computer Storage Units, Satellite and Cable Company Platforms/Boxes made for TV or Computer TV's and TV/Computer Storage Units.

Embodiment #25: The DTR Platform provides a means so that content is always accounted for. Content is not allowed to "begin" transporting to the end user until the end user pays for the use of content by paying cash or selecting an advertisement to view in order to begin transfer of content to the users device equipped with a Digital Tuner or to a storage unit for later use. The payment can be in combination of the actual advertisement

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selection by the end user or through a credit or cash transaction. A content file is never allowed access to a end user unless a payment is registered by way of advertisement or payment or combined. The DTR Platform Client logs and reports all this information by using its unique user REGULATOR'S to compile in real time the data that fuels all of the combined components and processes that make up the DTR invention.

Embodiment #26: The DTR Platform provides a means whereas users can select content from various sources at once and in tandem with other users. When the user activates his or her own unique Regulator Client, the content server is locked into each Regulator Client that is active so the user may be able to access content.

Embodiment #27: The DTR Platform provides a means whereas Content owners upon access to the content storage unit will be able to insert in real time, via the internet or any other electronic device, content into a DTR Platform regulated content server at will. Two main sources the content will be available from:

a) It could work all "in-house" with a content delivery platform already assembled that a user with a Regulator Client" has access to. (see figure #X2)

b) A "Regulator Platform" or in laymen's terms or an APi technology that bridges content from its originators central servers to the DTR so that the DTR can regulate their content. ( see figure#)

Embodiment #28: The DTR Platform provides a means whereas Content owners upon access to the The DTR Platform storage unit can also eliminate the availability of content

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by deleting or restricting access to files by all or certain users assigned a unique REGULATOR.

Embodiment #29: The DTR Platform provides a means whereas Content owners upon access to the content storage unit can or can't set usage rates for the content.

Embodiment #30: The DTR Platform provides a means whereas Content owners upon access to the content storage unit can or can't set usage rates. The DTR Platform performs tasks such as making sure payments are made for content use. The DTR Platform REGULATOR audits all the information and price the owner desires and makes sure a particular desires are made.

Embodiment #31: The DTR Platform provides a means whereas Content owners upon access to the content storage unit can view in real time the usage of each of their respective content offerings. When and where essentially. Daily, up to the minute, monthly, year to date.

Embodiment #32: The DTR Platform provides a means whereas Content owners upon access to the content database or storage unit can view how much money has been paid in royalties for the use of their content.

Embodiment #33: The DTR Platform provides a means whereas Content owners upon access to the content storage unit can view how many "unique" files they have made available to users. This includes the title or name of the content, ect.

Embodiment #34: There could be numerous content servers or components that are combined together in various separate locations for content access.

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**iC- Advertisement Component/Process**

Embodiment #35: The Advertisement server or storage unit is activated each time a unique user activates it's unique DTR Platform REGULATOR.

Embodiment #36: The DTR platform provides a means for the advertisement server to lock in on each respective REGULATOR pre-programmed preferences so it is ready to deliver a choice of advertisements or stand alone advertisements based on those same users UP TO THE SECOND preferences.

Embodiment #37: The DTR platform provides a means for advertisements to be authenticated and selected by the user before, after, or during the time a user requests content through a digital tuner equipped device or TV. The user shall have the choice to pick which ad selections they desire from any number of options of actual advertisements.

Embodiment #38: The DTR Platform provides a means to recognize and report to the The DTR Platform advertisements that are new or old and is also able to determine if a user has or has not viewed or listened to a specific advertisement. The DTR Platform through its REGULATOR will only allow or pre select advertisements that the user has not viewed or listened to. Likewise, the user may also update his or her The DTR Regulator in order to allow the DTR Platform to disseminate advertisements already viewed by the user.

Embodiment #39: The DTR Platform acknowledges when the advertisement is played, allowing the content to be received by the user. (downloaded, uploaded )



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Embodiment #40: The DTR Platform provides a means whereas it also authenticates, manages and disseminates content may be broken into numerous parts, segments or electric chunks and is capable of recognizing where commercials are to be added or deleted before, during or after the content download. The DTR Platform with the help of the REGULATOR also can provide advertisement inserts if the user of the The DTR Platform is active, the device is on, and the same user is either playing, transferring, or exchanging content or real time conferencing.

Embodiment #41: The DTR Platform provides a means whereas once an advertisement is played in it's entirety (or before), royalty payment is audited, logged and reported to the DTR servers or databases by each users unique DTR Platform REGULATOR for auditing purposes, content will enter or leave the digital tuner devices unobstructed.

Embodiment #42: The DTR Platform provides a means whereas once an advertisement is selected and played by the user, the The DTR technology will ALSO deliver a computerized link, coupon, or special notice regarding the advertisement the user just viewed to a designated memory area in the digital tuner equipped device or any digital tuner equipped storage unit or hard drive. This can also be delivered in real time, or via email for example. The coupon is sent to the Tuner for the user to use the coupon to shop online, or at brick and mortar storefronts.

Embodiment #43: In turn, the end merchants then report any coupon activity directly back to the DTR in which further deductions are made through the auditing component of the DTR Platform. Direct response medium could never be more "direct."

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Embodiment #44: The DTR Platform provides a means where Advertisers have around the clock electronic access\* to the advertisement database/ server in order to upload ad's, delete ad's, and for auditing purposes.

Embodiment #45: The DTR Platform provides a means where consumers, or other unauthorized users will are locked out from performing the functions mentioned in Embodiment #38 and #39.

Embodiment #46: The DTR Platform provides a means of allowing participating Advertisers, upon access to the advertisement database/server, can view how many advertisements they have uploaded or bridged or even deleted into the DTR system.

Embodiment #47: The DTR Platform provides a means where Advertisers, upon access to the advertisement database/server, can view in real time the amount of times advertisements are viewed by a unique user using the DTR Platform REGULATOR. This information includes time, date, languages, and when it was played or used.

Embodiment #48: The DTR Platform provides a means where Advertisers, upon access to the advertisement database/server, can view in real time the content that was actually selected in order for the actual advertisements to be played. This information includes the name, the content owner, and the type of actual content disseminated, played or stored.

Embodiment #49: The DTR Platform provides a means for Advertisers, upon access to the advertisement database/ server, can view in real time where the advertisements were played. ( the demographics of the unique regulator device/user )

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Embodiment #50: The DTR Platform provides a means where users upon access to the DTR may or may not opt view the advertisements that were the most or least popular.

Embodiment #51: The DTR Platform provides a means for Advertisers to add money in real time to their respective DTR accounts to assure advertisements are "paid" for before they are requested y the users REGULATOR w/o interruption of service.

Embodiment #52: The DTR Platform provides a means for Advertisers, upon access to the advertisement database/ server, may regulate or instruct a users' DTR REGULATOR as to what type of ad's can be viewed by a unique user. They can set age, race and demographic preferences, even designate, for example, which golfers get served right handed or left handed commercials.

Embodiment #53: The DTR Platform provides a means for Advertisers, upon access to the advertisement database/ server, may set which desired rate they desire to pay, or they shall have the ability to "bid" for placement of an advertisement with other advertisers. For example, if a new TV show is out, or a new video or song is made available by its respective owner, and the The DTR Platform can also set up its own bidding atmosphere where advertisers bid to place their respective advertisements on the front line or user selection when the consumer actually selects or demands the aforementioned new content.

Embodiment #54: The DTR Platform provides a means for Advertisers to upload or bridge advertisements in multiple languages. The DTR Platform REGULATOR because of its uniqueness of each user automatically detects the preferred language setting and

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only will only advertisements or messages to be delivered through a their digital tuner equipped TV or device. If a user prefers, for example, advertisements in Spanish, the advertisement server shall provide a Spanish advertisement instead of the advertisement being in, for example, English.

Embodiment #55: The DTR Platform provides a means for Advertisers, upon access to the advertisement server can upload or download specific types of advertisements to be made available to users of the DTR Platform through their own unique REGULATOR. i.e.: static advertisements, art advertisements, audio commercials, video commercials, multi-media, live or pre-recorded. Having power to upload and download advertisements allows for advertisers to keep up with specific ad campaigns, for example.

Embodiment #56: The DTR Platform provides a means where Advertisement selections can also be tailored with the advertisers preferences not the users preferences and how they desire the user or solicit the user. They are however, assured that their advertisement will be viewed before, during or after the content reaches the end user with a unique The Digital TV Tuner Regulator Platform Client.

Embodiment #57: The DTR Platform provides a means for Advertisers to rank popularity or ad's, in real time.

Embodiment #58: The DTR Platform provides a means where Advertisement fees are immediately deducted from the participating advertisers account when an advertisement is SELECTED by a users REGULATOR and added to the respective content owners account in real time. THE DTR is also not limited to making direct deposits to each

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unique content owners respective banking institutions. The DTR REGULATOR in turn reports this information to the auditing server to complete the fulfillment.

### **iE- Auditing Component**

Embodiment #59: Another component of the DTR Platform is the Auditing server/database device which audits and accumulates all of the information and activities gathered by each unique DTR REGULATOR (user) and the other databases involved in the DTR Platform.

Embodiment #60: The DTR Platform provides a means for The Auditing server/database device begins to audit each user when the user activates or activates his or her unique "REGULATOR." This information is saved to show a) times, b) dates, and c) frequency of use.

Embodiment #61: The DTR Platform provides a means for where the Auditing server/database device audits requested content for each users "REGULATOR" assigned with each unique user in real time. It audits the date, time and frequency of content requested per users "client."

Embodiment #62: The DTR Platform provides a means where The Auditing server/device audits all of the participating content owners and participating advertisers information in real time including amount of content/ads, frequency of use/non-use, amounts of payment made/owed by participating advertisers, types of requested content/ads, times, etc.

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Embodiment #63: The DTR Platform provides a means where The Auditing server/database audits the demographics of each user through the "REGULATOR" and uses it for analytical information output. That output could show the frequency of ads/content used on a street, a zip code, city, state or country.

Embodiment #64: The DTR Platform provides a means for The Auditing server/database to audit information regarding the users actual type of digital tuner equipped device and platform was used to receive, download or upload the content.

Embodiment #65: The DTR Platform provides a means where The Auditing server/database audits the use of each respective content type and the form the content is delivered. For example, the content could be made available by content owners and advertisers that only works for digital tuner equipped TV's, wireless devices, or other similar devices.

Embodiment #66: The DTR Platform provides a way for The Auditing server/device to audit the amount of transfers, exchanges and downloads of content/ads in formats that are updated to the millisecond. This includes audits the use of each respective advertisement type (audio, image, banner, video, animation, etc )

Embodiment #67: The DTR Platform provides a means for The Auditing server/device to audit each users advertising preferences in real time allowing the REGULATOR instantly deliver ad's for each user based on the aforementioned claims

Embodiment #68: In turn, The DTR Platform provides the means which it audits the actual advertisements offered to the user, selected by the user. In turn, The DTR Platform



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provides the means to audit the date, time and frequency of use of EACH unique advertisement and make it analytically available to that same participating advertiser.

Embodiment #69: The DTR Platform provides a means where it audits the amount of unique times views or actual uses for each respective advertisement occurred and it audits that same information regarding the royalties paid or accumulated and paid, in real time.

Embodiment #70: The DTR Platform provides a means that allows the The Auditing server/database to audits the demographics of each advertiser and their specific user "audience" in order to allow parity between global, national and local advertisers. Surely somebody in California who speaks English does not desire to be bombarded with commercials or advertisements that are Spanish based related to a New York based diner offering 20% off breakfast.

Embodiment #71: The DTR Platform provides the means to audit the users use of coupons which were delivered to the user simultaneously when he opted to select a particular advertisement provided by the advertising server. If Jane selected a Pepsi™ Advertisement out of a selection of other ad's, the DTR sends out the advertisement (as claimed earlier) to that end user. If that end user uses the coupon the auditing server receives such information pertaining to the use of the ad and deducts, where applicable, additional fee's from Pepsi's™ account.

Embodiment #72: The DTR Platform by way of the interactivity between all of its components, stores payment activity of each specific participating advertiser and content owner.

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Embodiment #73: The DTR is capable of auditing, organizing and making ready checks for the fulfillment royalty distribution and even prepares federal and state tax related information as it relates to reporting royalty revenues to the proper government authorities.

~~[0033] One complete trigger regulated process stems from the Data Base of users, and Unique Triggers. The Trigger which has been installed, downloaded or acquired by the end user provides the tool needed to fulfill the processes of content selection, distribution of content. The Trigger works with the Trigger Database (or storage unit) and provides:~~

[0034] The Tuner Platform has a main user database (or information storage unit).\_\_ This is a database of users each with unique The Digital TV Tuner Regulator Platform Client. The Digital TV Tuner Regulator Platform Client regulate and act differently for each profile a user creates, is 100% different from the rest of the users. Each user is unique and authenticated. Each user can update their profiles up to the minute or daily thanks to the The Digital TV Tuner Regulator Platform and It's Client.

[0035] The Tuner Platform Client is either assigned, downloaded, or pre installed on devices or TV's that are made equipped with a Digital TV Tuner. This invention is not limited to working with TV's that receive content through a cable tv box, a satellite box first before the content "signals" reach the TV. Each ~~The~~ Digital TV Tuner Regulator Platform Client is then "programmed" with input based on personal preferences, demographics, desires, age, of each user and more. Once the ~~The~~ Digital TV Tuner Regulator Platform is programmed with each unique users "Client" the ~~The~~ Digital TV Tuner Regulator Platform is assigns each ~~unique~~ unique user with their own "Client"

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which then regulates processes, for which this invention is made.

[0036] The Tuner Platform Client is "activated" only when a user turns on the TV, or opens up the software for use containing the unique The Digital TV Tuner Regulator Platform Client. The user's "use" is when the user desires to receive, download, play or exchange content.

[0037] The Tuner Platform Client is responsible for regulating the content requested. The Digital TV Tuner Regulator Platform Client is also responsible for providing advertisements to the user so the user may select his or her own advertisement based on the preferences they program each client trigger with and at the same time accounting for the royalty fulfillment for the use of the content.

[0038] The Tuner Platform Client regulates the information accumulated throughout the users any given moment of activity. ~~(see below "auditing server") Claim #6:~~ The Digital TV Tuner Regulator Platform Client recognizes the "age" of a user, thus prohibiting the user, if under legal age, access to content that is meant for adults, or over a certain age.

[0039] The Tuner Platform Client works within a secure atmosphere. All content requests, transfers, advertisement requests and deliverables, as well as royalty distribution all occurs within this closed matrix.

[0040] The Tuner Platform Client components can also recognize and accept credit card

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payment, check payments, and allow for the real time auditing of a users activity and purchase history. The Digital ~~TV~~ Tuner Regulator Platform Client keeps track of the activity of the user and reports this information to the numerous components that drive this invention.

[0041] The Tune Platform Client can be installed on either the users digital tuner equipped device or TV (or computer that provides TV content. i.e.: audio or video) or the both the users TV (or computer that provides TV content. i.e.: audio or video) and the entity that uses the trigger technology on the back end for user interactivity. The Digital ~~TV~~ Tuner Regulator Platform Client regulates the processes that make up this invention. (s) The Digital ~~TV~~ Tuner Regulator Platform processes must work together (OR STAND ALONE) to authenticate users, content, advertisement, and royalty distribution.

[0042] The Tuner Platform works with all current and future platforms that distribute content. The Digital ~~TV~~ Tuner Regulator Platform Client recognizes reports back to the The Digital ~~TV~~ Tuner Regulator Platform the user, the times of user activity, content type (audio, video, gaming, art, live broadcast, streamed broadcast, etc), name of the content, when it was entered or made available to users, the amount of times content has been used or transferred, the advertisement options, what advertisement the viewer has or has not selected to view in order to not send the user "repeat" advertisements, the amount of royalties paid for the users "use" of content, etc:

[0043] ~~TV-Tuner~~ The Tuner Platform Client is able to read and recognize if a person or

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TV platform is equipped with a The Digital ~~TV~~ Tuner Regulator Platform Client ~~receiver~~ receiver or device. The technological platform that the The Digital ~~TV~~ Tuner Regulator Platform Client regulates for is one where the The Digital ~~TV~~ Tuner Regulator Platform Client will know if a TV, hard drive, or storage unit has been equipped with it's own unique The Digital ~~TV~~ Tuner Regulator Platform Client. ~~This allows for user-to-user content distribution or server content based distribution platforms.~~ If the other TV or tuner equipped device does not a Digital TV Tuner equipped TV, The Digital ~~TV~~ Tuner Regulator Platform Client blocks the content being distributed to the other user. The Digital ~~TV~~ Tuner Regulator Platform Client then is capable of sending the person who does not have a device or TV equipped with a digital tuner to a designated area to get a The Digital ~~TV~~ Tuner Regulator Platform Client in order to be part of the Digital ~~TV~~ Tuner Regulator Platform.

[0044] ~~The Tuner~~ The Tuner Platform Client can also be regulated by the content owners. Content owners "program" the trigger DTR platform to allow ~~to users that will still allow~~ content to be used or made available to users with The Digital ~~TV~~ Tuner Regulator Platform Clients. Likewise, The Digital ~~TV~~ Tuner Regulator Platform Client also recognizes when a content owner does desire specific content to be used by other The Digital ~~TV~~ Tuner Regulator Platform users. Content owners also have the ability to block advertisements they do not desire to be "associated" with their content.

[0045] The content is sourced ~~separated~~ as soon as a user activates his or her The Digital ~~TV~~ Tuner Regulator Platform Client.



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[0046] ~~The Tuner Platform Technology does NOT regulate the "tnto to the users with a unique trigger.~~ Content owners may insert content which is Digital Rights Management based or non-protected files. (files embedded with codes or "instructions" that cover actual usage, etc. ) They may make available content with just an advertisement(s) for payment for use of content or they may desire advertisement(s) and payment for the use of content. Content could be in the form of new and old tv shows, video's, live broadcasts, art, pictures, conferencing, interactive tv, gaming, music, etc.

[0047] ~~The source provided via many existing platforms.~~ The Digital TV Tuner Regulator Platform plug's into existing digital media. From existing peer to peer platforms made for Digital Tuner TV, TV's or Computer TV's and TV/Computer Storage Units, "Streaming" Platforms made for TV or Computer TV's and TV/Computer Storage Units, Live Broadcast Platforms made for TV or Computer TV's and TV/Computer Storage Units, Wireless Platforms (in any shape. i.e.: peer to peer), UHF/VHF Platforms made for TV's or Computer TV's and TV/Computer Storage Units, Satel:ite and Cable Company Platforms/Boxes made for TV or Computer TV's and TV/Computer Storage Units. (explained more below in alternative embodiments)

[0048] The ~~or wed to "begin"~~ DTR Platform will not begin transporting content to the end user until the end user selects an advertisement to view to begin transfer of content to the users a TV platform or tuner equipped device, or storage unit for later use of the actual content. Advertisement can or can't be played during and after advertisement



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selection has transpired. In short, the user must select an advertisement or pay for the content before the content is delivered to the end user. The payment can or can't be in combination of the actual advertisement selection by the end user. Content is always accounted for. A content file is never allowed access to an end user unless a payment is registered by way of advertisement or payment or combined. Digital TV Tuner Regulator Platform Client logs and reports all this information.

[0049] The Tuner Platform Client invention can select content from various sources at once and in tandem with other The Digital TV Tuner Regulator Platform Clients. When the user activates his or her own unique Regulator Client, the content server is locked into each Regulator Client that is active so the user may be able to access content. Two main sources the content will be available from: a) It could work all "in-house" with a content delivery platform already assembled that a user with a Regulator Client has access to. ~~(see FIG. X2)~~ b) Or, for example, if an entity desires use of the The Digital TV Tuner Regulator Platform Client Technology to regulate their own content already existing on other technological platforms, a "Regulator Platform" bridge will be installed in between the trigger technology and the content available to those users with triggers. ~~(see FIG. X1)~~

[0050] Content owners upon access to the content storage unit will be able to insert in real time, via the internet or any other electronic device, content into a The Digital TV Tuner Regulator Platform regulated content server at will.

[0051] ~~Go upon the~~ The Digital TV Tuner Regulator Platform storage unit can also

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eliminate the availability of content to people.

[0052] ~~Go up the~~ The content storage unit can or can't set usage rates for the content.

[0053] ~~Go up the content storage unit can or can't set usage advertisements rates.~~ The TV Tuner Regulator Platform Client shall audit all the information the content owner needs to regulate and profit from content use.

[0054] ~~Go up the~~ The content storage unit can view in real time the usage of each of their respective content offerings. Daily, up to the minute, monthly, year to date.

[0055] ~~Go up the~~ The content storage unit can view how much money has been paid in royalties for the use of their content.

[0056] ~~Go up the~~ The content storage unit can view how many "unique" files they have made available to users. This includes the title or name of the content, ect.

[0057] ~~The number of~~ Servers or components that are combined together in various seperate locations for content access.

[0058] The Tuner Platform Client does not manipulate content made available.

[0059] ~~Thners~~ the content server, if applicable, and upload or download content at will.

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[0060] ~~Thiers~~ The users can access to view or listen to the actual amount of content files that are available for use by The Digital TV Tuner Regulator Platform Client designee's.

[0061] ~~describe their ad servers, wn do, how they can do it, what stats they see, et~~

[0062] The storage unit is activated each time a unique user activates it's unique The Digital TV Tuner Regulator Platform Client.

[0063] ~~Thent s in on each respective~~ The Digital TV Tuner Regulator Platform Client pre-programmed preferences (all preferences are stored in the trigger database or storage unit) that the user programmed his or her The Digital TV Tuner Regulator Platform Client with so it is ready to deliver choice of advertisements or stand alone advertisements based on those same users preferences.

[0064] Follow on Ad's are determined for the user before, after, or during the time a user requests content. The user shall have the choice to pick which ad selections they desire from any number of options of actual advertisements.

[0065] ~~Digr Retform Client~~ The Digital TV Tuner Regulator Platform Client recognizes and reports to the Digital TV Tuner Regulator Platform advertisements that are new or old and is able to determine if a user has or has not viewed or listened to a specific advertisement. The Digital TV Tuner Regulator Platform Client will only allow or pre

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select advertisements that the user has not viewed or listened to.

[0066] ~~Through~~ The Digital TV Tuner Regulator Platform Client can or cannot offer and accept advertisements already viewed by the user.

[0067] ~~The Tuner~~ The Platform Client acknowledges when the advertisement is played, allowing the content to be received by the user. (downloaded, uploaded)

[0068] ~~The Tuner~~ The Platform Client acknowledges that content may be broken into numerous parts, segments or electric chunks. The Digital TV Tuner Regulator Platform Client is capable of recognizing where commercials are to be added or deleted before, during or after the content download. The Digital TV Tuner Regulator Platform Client also can provide advertisement inserts if the user of the Digital TV Tuner Regulator Platform Client is active, the TV is on, and the same user is either playing, transferring, or exchanging content or real time conferencing.

[0069] ~~Onisemed~~ Once content is used in its entirety (or before), royalty payment is audited, logged and reported by the ~~The~~ Digital TV Tuner Regulator Platform Client to the ~~The~~ Digital TV Tuner Regulator Platform for auditing purposes.

[0070] ~~Onisemed, the~~ The Digital TV Tuner Regulator Platform technology will ALSO deliver a computerized link, coupon, or special notice regarding the advertisement the user just viewed to a designated memory area in the TV or TV storage unit or hard drive.

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This can also be delivered in real time, or via email for example. The coupon is sent to the TV Tuner (computer ~~or~~ TV or any other applicable device that is capable of storing coupons or computerized links) storage unit, where applicable, for the user to use the coupon to shop online, or at brick and mortar storefronts. Direct response medium could never be more "direct. "

[0071] ~~This~~ This-that advertisements will be viewed, but will also be able to provide the consumer with a direct response tool by way of the coupon for extra value for their advertising dollar.

[0072] ~~Adve alook electronic access\* to the advertisement server for auditing purposes.~~  
(~~\*via computer, Internet, TV Unit, etc~~)

[0073] ~~Aden ae~~ The advertisement server can view how many advertisements they have in the system.

[0074] ~~Aden ae~~ The advertisement server can view in real time the amount of times advertisements are viewed. This is not limited to the time, date.

[0075] ~~Aden ae~~ The advertisement server can view in real time the dates and times advertisements were played.

[0076] ~~Aden ae~~ The advertisement server can view in real time the content that was

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actually selected in order for the actual advertisements to be played.

[0077] ~~Aden-ae~~ The advertisement server can view in real time where the advertisements were played. (the demographics of the unique regulator device/user) ~~Claim #45:~~

Advertisers upon access to the advertisement server may view the advertisements that were least popular with users.

[0078] ~~Aden-ae~~ The advertisement server may add money to their respective accounts to assure advertisements run consecutively w/o interruption of service.

[0079] ~~Aden-ae~~ The advertisement server may regulate what user The Digital TV Tuner Regulator Platform Client will be able to view advertisements. They can set age, race and demographic preferences, for example, if they desire.

[0080] ~~Aden-ae~~ The advertisement server may set which desired rate they desire to pay, or they shall have the ability to "bid" for placement of an advertisement with other advertisers. For example, if a new TV show is out, or video is on the streets, and the ~~The~~ Digital TV Tuner Regulator Platform ADMINISTRATOR knows there will be a consumer demand, can set up a bidding atmosphere where advertisers bid to place their respective advertisements on the front line when the consumer actually selects or demands the content which is the form of a new TV show or video (examples).

[0081] ~~Ad-mayous-languages:~~ The Digital TV Tuner Regulator Platform Client, again, is



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programmed by each individual user's preferences. If a user prefers, for example, advertisements in Spanish, the advertisement server shall provide a Spanish advertisement instead of the advertisement being in, for example, English.

[0082] ~~Ad server~~ The advertisement server can upload or download specific advertisements. i.e.: art advertisements, audio commercials, video commercials, multi-media, live or pre-recorded. Having power to upload and download advertisements allows for advertisers to keep up with specific ad campaigns, for example.

[0083] ~~Ad server~~ The system records ~~de with the~~ advertisers preferences and how they desire the user or solicit the user. They are however, assured that their advertisement will be viewed before, during or after the content reaches the end user with a unique The Digital TV Tuner Regulator Platform Client.

[0084] ~~The limit~~ There is no limit of advertisements they can use. The advertisement server will "code" or designate, or assign a code for each respective advertisement uploaded to the advertisement server by a participating advertiser.

[0085] ~~Add the~~ The Tuner Regulator Platform Administrators will be able to access the number of advertisements played, which specific advertisements were most and least popular, times and dates of advertisements played, the demographics of the users that selected the ad's played to rank popularity, upload payments for advertising within the The Digital TV Tuner Regulator Platform, and what content was used for their

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advertisement.

[0086] ~~Adfeesatley~~ Information is deducted from the participating advertisers account when an advertisement is played and the Trigger logs the advertisement "use. " The Digital TV Tuner Regulator Platform Client reports this information to the auditing server. ~~(see "H" below~~

[0087] The Auditing services ~~server~~ and accumulates all the information activities from which each unique The Digital TV Tuner Regulator Platform Client user. Frequency of use, times and dates.

[0088] ~~The begins~~ The system serves to audit each user when the user "logs" in or activates his or her unique "client". a) This is information is saved to show times, b) dates, and c) frequency.

[0089] ~~The edits~~ The system edits requested content for each "client" assigned with each unique user.

[0090] ~~The edits~~ The system edits the owners of the requested content.

[0091] ~~The edits~~ The system edits the demographics of each "client" user that requests content.

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[0092] ~~Ther~~edits The system edits s the date, time and frequency of content requested per "client. "

[0093] The Auditing server/device audits the information regarding the users platform used to receive, download or upload the content. (type of TV, Computer, etc)

[0094] The Auditing server/device audits the use of each respective content type and the form the content is delivered.

[0095] ~~Ther~~edits The system edits s the amount of transfers, exchanges and downloads of content.

[0096] ~~Ther~~edits The system edits s each users advertising preferences

[0097] ~~Ther~~edits The system edits the advertisements played.

[0098] ~~Ther~~edits The system edits the amount of unique "user" views for each respective advertisement.

[0099] ~~Ther~~edits The system edits the owners of the advertisements who participate in this advertising invention.

[0100] ~~Ther~~edits The system edits the demographics of each advertiser and their specific

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user "audience. "

[0101] ~~Thervedits~~ The system edits the date, time and frequency of use of EACH unique advertisement.

[0102] ~~Thervedits~~ The system edits the users use of coupons provided by the advertising server.

[0103] The Auditing server/device audits the information regarding the royalties paid or accumulated and paid, in real time.

[0104] ~~Thervedits~~ The system edits the use of each respective advertisement type (audio, image, banner, video, animation, etc)

[0105] ~~Thervedits~~ The system edits the amount of transfers, exchanges and downloads of advertisements.

[0106] ~~Therveaccumulates~~ The system accumulates royalties and prepares for the distribution of royalties.

[0107] ~~Therveres~~ The system records payment activity of each specific content owner.

[0108] ~~Therve~~ The system is capable of preparing federal and state tax forms as it relates

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to reporting royalty revenues to the proper government authorities.

[0109] ~~There~~ The system is capable of printing checks for the fulfillment royalty distribution.

[0110] ~~There~~ The system is capable of connect itself with content owner banking accounts to allow for secure transfer of funds for the fulfillment royalty distribution

[0111] Technology is unique from all Digital Tuner TV/Internet Platforms, cable and interactive tv technology. This technology allows for each user to be also be uniquely authenticated (different from the rest), content to be selected and tracked by the user and delivered to the user, all the while the user actually selecting their own unique advertisement while allowing real time control to remain with not only the content owners and the advertisers, but the users as well. The processes also allow for real time inventory auditing. The invention also provides an around the clock auditing system to track content, user activity, commercial usage. users being consumers) All processes are stand alone or work together. Current technologies do not allow consumers to actually select the "commercial" they desire to be solicited with, at the same time being able to select the content they desire to use.

[0112] ~~that participate~~ Content owners are able to add and delete commercials for users that desire to see their advertisement. Content owners are able to track results of their content usage and popularity. The technology can act as a self supporting stand

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alone platform or an intermediary to current distribution platforms such as: satellites, cable tv, wireless tv and peer to peer platforms. Tv reception or download units include regular box TV's, Digital Tuner Equipped TV's, Digital Tuner Equipped TV's equipped or that allows for "plug and play" storage units or hard drives, PC's or Computers that are turned into TV's, Computers hooked into TV's or Digital Tuner Equipped TV's, HDTV TV's units with Digital Tuners, Pocket PC's and TV's, Plasma TV's, Handicapped Equipped TV's, but are not limited to video game console's that are able to transport and receive digital signals that could be played or used with a digital tuner equipped tv, commercial/"re-play" skipping devices, cable ready TV's, internet ready TV's, internet ready tv hand devices, wireless devices that transport Tv related content.

[0113] This technology does not work in one single language ~~technology~~ ~~language~~, but multiple languages in order to better provide parity for language demographics. That allows for ~~tv~~ TV broadcaster, advertiser to deliver content to the most diverse audience ever assembled. This technology could also be used by current TV related businesses that do not allow the consumer to select content or advertisements on-demand. Tv Broadcasters and Cable Operators could decide which programming to show as well as which advertisement they desire their users to see based on their preference profile which is stored in the ~~The~~ Digital ~~TV~~ Tuner Regulator Platform invention.